



COUNTY OF LOS ANGELES COMMISSION ON HUMAN RELATIONS

Los Angeles County
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August 6, 2002

Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

APPROVE INCREASE IN BUDGET APPROPRIATIONS OF \$120,000 FOR COMMISSION ON HUMAN RELATIONS FOR HATE CRIME MEDIA CAMPAIGN AND CAPACITY BUILDING PROJECT

(ALL DISTRICTS AFFECTED; 4 VOTES REQUIRED)

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Human Relations
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IT IS RECOMMENDED THAT YOUR BOARD:

Authorize the Chief Administrative Officer to execute a grant revenue and budget appropriations adjustment, increasing the Commission on Human Relations FY 2002-2003 Services and Supplies budget by \$120,000.

PURPOSE OF RECOMMENDED ACTION/JUSTIFICATION

The recommended action will provide the Human Relations Commission ("Commission") with the spending authority necessary to move forward with the planned implementation of its Hate Crime Media Campaign and Capacity Building Initiative.

Implementation of Strategic Plan Goals

The recommended Board action promotes the Board-approved County Vision Statement, particularly with respect to diversity as a value, and the following County Strategic Plan goals:

- Organizational Effectiveness - Ensuring that service delivery systems are efficient, effective, and goal-oriented (capacity building component of the project), and Strategic Objective 3.3.5, to pursue a programmatic goal of ensuring the public safety and security of residents (hate crime prevention objectives of the project).

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- Service Excellence - Providing the public with easy access to quality information and services that are both beneficial and responsive (the media campaign component of the project)
- Fiscal Responsibility, Strategy 2 of increasing public/private partnerships (strengthening the organizational capacity of the community-based non-profit organizations that are our Hate Crime Victim Assistance and Advocacy Initiative partners).
- This action also furthers the Commission's strategic goal of expanding and strengthening the countywide human relations infrastructure for hate crime response and prevention.

FISCAL IMPACT/FINANCING

Your Board previously approved the Commission's receipt of the \$180,000 grant award from The California Endowment. Prior to the Commission's acceptance of the grant award, the Chief Administrative Officer verified that this grant award does not require any County matching funds.

This is the first of two disbursements of grant funds which the Commission will receive from The California Endowment to meet the financial requirements of this project - \$120,000 for the first-year to finance both an organizational needs assessment and to develop a comprehensive marketing plan, including training in media advocacy and outreach; and, \$60,000, for continuation of the comprehensive plan, which will be disbursed during Year Two of the grant and will be included in the Commission's FY 2003-2004 budget request.

There is a positive impact on the County general fund, in that it will enable the department to meet services delivery requirements that would otherwise have to rely upon departmental resources. No employees will be hired with this funding as contract consultants will be utilized for the capacity building component of the project. Therefore, there will be no obligations placed upon County funds at the conclusion of funding from this grant.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On April 23, 2002 your Board approved a request from the Commission on Human Relations which authorized the Executive Director to execute a grant agreement with The California Endowment (TCE), a private foundation, to receive an award of \$180,000. The award allows for augmentation of the Commission's six (6) Hate Crime Victim Assistance and Advocacy Initiative (HCCAII) partners' media outreach and organizational capacity within a two-year time frame.

The Commission's Victim Assistance and Advocacy Initiative is the only coordinated, regional response in the state to the challenge of responding to hate crimes. Its mission is to provide immediate response to the most egregious hate crimes, to advocate for the promotion of public safety by providing education to prevent hate crime, and to advocate for institutional changes to more effectively respond to and reduce hate crime. The Initiative's goal is to help build hate crime response and prevention capacity in those communities most targeted for hate crimes but which had scant resources for responding to these acts.

The funds resulted from a proposal submitted by the Commission to The California Endowment, requesting an \$180,000 grant over a two-year period, to help fulfill the long-term needs of the Initiative, including the following which were established following September 11, 2002:

- Expansion and enhancement of the Commission's work to promote tolerance and anti-violence in under-served communities in Southern California by building the capacity of existing and new partners to promote tolerance and understanding towards their respective service community via education and outreach to victims.
- Reductions in the hate acts and crimes directed against ethnic, racial, religious, sexual orientation, gender, and physical disability minorities by developing public service announcements promoting a message of tolerance with contact information for existing and new partners' services. There will be distributed to key areas in the county via radio, print and entertainment outlets.
- Increase in the ability of the victim assistance partners to serve their communities by providing consultants to assist with media training, needs assessment and fund/resource development.
- Reductions in the negative mental and physical health effects of impacted communities by partnering with mental health and criminal victim assistance advocates to provide counseling and referrals, and by building the capacity of these advocates to recognize what constitutes hate acts and crimes, and to better serve the needs of hate crime victims.

DELEGATION OF AUTHORITY

Your Board has previously authorized the Executive Director of the Human Relations Commission the authority to execute a two-year agreement with The California Endowment, which provides for receipt of the grant award funds and for implementation of the comprehensive media plan and needs assessment referred to above. That agreement has been executed.

IMPACT ON CURRENT PROJECTS

This action will provide the Commission with access to the budgetary resources provided by the grant which it requires to fund contractual agreements and operational costs involved in the project's development and ongoing implementation. In doing so, a synergistic impact is expected to be realized, not only through the assistance that the Commission is able to provide to our Hate Crime Victim Assistance and Advocacy Initiative partners, but also through the benefits the project will ultimately provide to our Human Relations Mutual Assistance Consortium (HRMAC) partners.

Respectfully submitted,

Robin S. Toma
Executive Director, Commission on Human Relations

RST:ES

c: Chief Administrative Officer
Executive Officer, Board of Supervisors
County Counsel
Auditor-Controller